85. (New)   A method for advertisement selection, comprising:

(a)   receiving from an advertiser Web site feedback representing user transactions at the advertiser Web site, the user transactions resulting from user response to at least one of a plurality of direct advertisements;

(b)   receiving a request to display a direct advertisement to a user; and

(c)   selecting, in response to the request, one of the plurality of direct advertisements for display based at least in part upon the advertiser feedback.

86. (New)   The method of claim 85, further comprising compiling from the advertiser feedback a historical statistical conversion rate for each of the at least one of a plurality of direct advertisements, and wherein the selection of one of the plurality of direct advertisements is based at least in part upon its historical statistical conversion rate.

87. (New)   The method of claim 85, wherein user transactions include at least one of a sale, an order, a download and a click through.

88. (New)   The method of claim 85, wherein the advertiser feedback is received via e-mail.

89. (New)   The method of claim 85, wherein the advertiser feedback is received via a direct proxy server.

90. (New)   A computer system for advertisement selection, comprising:

a storage device configured to store a plurality of direct advertisements;

a communications device configured to communicate with an advertiser Web site
and a user; and

an advertisement server configured to receive from the advertiser Web site via the
communications device feedback representing user transactions at the
advertiser Web site, the user transactions resulting from user response to at
least one of the plurality of direct advertisements, the advertisement server
further configured to receive from the user via the communications device
a request to display a direct advertisement, the advertisement server further
configured to select, in response to the user request, one of the plurality of
direct advertisements for delivery from the storage device to the user based
at least in part upon the advertiser feedback.

91. (New)   The system of claim 90, wherein the advertisement server is further configured to
compile from the advertiser feedback a historical statistical conversion rate for
each of the at least one of the plurality of direct advertisements, and wherein the
selection of one of the plurality of direct advertisements is based at least in part
upon its historical statistical conversion rate.

92. (New)   The system of claim 90, wherein user transactions include at least one of a sale, an
order, a download and a click through.

93. (New)   The system of claim 90, wherein the advertisement server is further configured to
receive the advertiser feedback via e-mail.

94. (New)   The system of claim 90, wherein the advertisement server is further configured to receive the advertiser feedback via a direct proxy server.

95. (New)   A machine-readable medium storing instructions adapted to be executed by a processor to:

    (a)   receive from an advertiser Web site feedback representing user transactions at the advertiser Web site, the user transactions resulting from user response to at least one of a plurality of direct advertisements;

    (b)   receive a request to display a direct advertisement to a user; and

    (c)   select, in response to the request, one of the plurality of direct advertisements for display based at least in part upon the advertiser feedback.

96. (New)   The medium of claim 95, further comprising instructions to compile from the advertiser feedback a historical statistical conversion rate for each of the at least one of a plurality of direct advertisements, and wherein the selection of one of the plurality of direct advertisements is based at least in part upon its historical statistical conversion rate.

97. (New)   The medium of claim 95, wherein user transactions include at least one of a sale, an order, a download and a click through.

98. (New)   The medium of claim 95, wherein the advertiser feedback is received via e-mail.

99. (New)   The medium of claim 95, wherein the advertiser feedback is received via a direct proxy server.